

ORDER



Orders
Order / Rev: 166930
Alt Order #: 06854100
Product Desc: Miles Hanissee
Estimate: 283
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/19/12 / 11/05/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Stevens Reed Curcio & Potholm
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 Union Street Ste. 200
 Alexandria, VA 22314-3219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Hanissee 4 Court of Appeals
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/13/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$14,600.00	\$12,410.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$14,600.00	\$12,410.00	0.00
Totals	42	\$14,600.00	\$12,410.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	47%	\$14,600.00
Market	100%	\$31,063.83

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	53%	\$16,463.83
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/30/12	11/02/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a -TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
EYEWIT NW TDY1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$300.00		0.00			
E 2	All	10/30/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$425.00		0.00			
E 3	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MT-----	:30	2	\$425.00	3	0.00	NM	2	\$850.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$425.00		0.00			
E 4	All	10/30/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a -TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$425.00		0.00			
E 5	All	11/05/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MT-----	:30	2	\$425.00	3	0.00	NM	1	\$425.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	11/05/12-11/11/12		M-F Today Show	M-F 7a-9a		MT-----	:30	(\$425.00)		0.00	NM		
Credited														
E 6	All	10/30/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a -TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$200.00		0.00			
E 7	All	10/30/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p -TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$175.00		0.00			
E 8	All	10/30/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p -TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$200.00		0.00			
E 9	All	10/30/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p -TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
EYEWITNS NEWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$425.00		0.00			
E 10	All	10/30/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p -TWTF--	:30	4	\$500.00	3	0.00	NM	4	\$2,000.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$500.00		0.00			
E 11	All	10/30/12	11/02/12		CM	M-F 10p-1035p -TWTF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00

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News 4 @ 10p M-F News 4 @ 10p M-F EYEWTNS NWS-10 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 1 \$800.00 0.00														
E 12	All	11/05/12	11/05/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$200.00 0.00														
E 13	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
EYEWIT-4 MIDDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$175.00 0.00														
E 14	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$200.00 0.00														
E 15	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWTNS NEWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$425.00 0.00														
E 16	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWTNS NW-600< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$500.00 0.00														
N 17	All	11/06/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -T-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 -T----- 1 \$425.00 0.00														
Totals													42	\$14,600.00

*Tax 1 Note: ABQ 7%.